

MENS BIBLE CLASS HELD MEETING.

The Mens Bible class of the Methodist church held its social and business meeting at the City Hall Friday evening with Mr. Almon Strain as host. Following the business hour which was presided over by the class president, Mr. Strain, Mrs. Strain served delicious punch and sandwiches. Those present were: Rev. E. Paul, Messrs D. C. Marley, B. H. Mitchell, Philip Kingsley, T. H. Deal and Mike Maddox.

Mrs. Lena DeForest of Opp was the guest of her sister, Mrs. Roy Ballard Saturday.

Mr. C. E. Dorsey made a business trip to Atlanta last week.

Mr. and Mrs. Will Jacobs and little daughter, Annie Ruth returned to their home in Selma Sunday after a visit to relatives in Elba.

Mr. and Mrs. J. C. Dixon and family left last week for a visit to relatives in North Alabama and Tennessee.

Dr. W. S. May of Brundley was a business visitor to Elba Thursday.

Mr. Ellis Franklin after finishing high school in Hamble, Texas came to Elba Tuesday to be with his parents, Rev. and Mrs. S. Franklin.

Mrs. B. S. Franklin, Ellis and Maurice visited in Troy last Thursday.

Mrs. Huey Camen went to Troy shopping Friday.

Mrs. Madeline Strain visited friends in Enterprise Saturday.

Mr. Green McKinnon, Bonifay, Florida was a business visitor in Elba Friday.

Mrs. Bill Tolbert and Don Kendrick went to Birmingham, Sunday.

5 lbs. Good green coffee \$1.00 at MAYS-VAUGHN MERC CO.

Three 15c size, 13 oz cans Giant Potato for 25c. at MAYS-VAUGHN MERC CO.

Want To Build?

FIGURE WITH US, IF YOU OWN THE LOT WE WILL DO THE BUILDING

F. H. Murphree & Co.

ELBA ALABAMA

Furnishing Building Material from "FOUNDATION TO ROOF"

ELBA ALABAMA

FORD

Prices Reduced

The following new prices on FORD cars are now effective delivered in ELBA

| | |
|---------------------------|----------|
| PHAEOTON | \$467.50 |
| ROADSTER | \$457.50 |
| ROADSTER with RUMBLE SEAT | \$492.50 |
| COUPE | \$571.50 |
| COUPE with RUMBLE SEAT | \$606.50 |
| SPORT COUPE | \$626.50 |
| TUDOR SEDAN | \$571.50 |
| FORD SEDAN | \$701.50 |
| CHASSIS "A" | \$397.50 |
| ROADSTER PICKUP | \$467.50 |
| TRUCK CHASSIS | \$535.50 |

This price reduction is due to the recent repeal of the excise tax bill.

DORSEY BROTHERS

Authorized Dealers

ELBA ALABAMA

ELBA ALABAMA

ELBA ALABAMA

ELBA ALABAMA

ELBA ALABAMA

ELBA ALABAMA

ELBA ALABAMA

ELBA ALABAMA

ELBA ALABAMA

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THE ELBA CLIPPER

CHEROULET DEALERS HAVE CONFERENCE

DEVELOPMENT, Michigan, June 12.—Removal of a unique series of advertising conferences, in which the automobile dealer is given a voice in the national advertising program of the Chevrolet Motor Company, was announced here today by John E. Grimm, Elba, advertising manager of the Chevrolet Motor Company.

This company is now in the midst of the largest and most comprehensive advertising campaign ever undertaken in the history of the automotive industry.

The first of the new series of dealer conferences, held under the general supervision of Mr. Grimm, took place here a week ago when dealers selected from the domestic Chevrolet organization met with factory officials to discuss the publicity plans of the company for the next few months.

"This object of these advertising conferences," Mr. Grimm explained, "is to keep the home office constantly in touch with problems faced daily by the dealers so that Chevrolet advertising may be guided by actual field conditions and thus prove most effective."

"The assistance given by dealers to this advertising campaign," he continued, "is of invaluable benefit in adding to the efficiency of our advertising. This is particularly true of the newspaper advertising, which, of course, forms the greatest retail advertising force for each individual dealer."

"While every type of advertising, from newspaper, magazine, out of a car and electric signposts to trade papers, is discussed, major interest is placed in the newspaper schedule, because this makes up by far the largest part of the year's budget. There are now more than 5,000 leading newspapers carrying the Chevrolet message to practically every city, town and village in the United States."

"Particular care is taken in selecting the dealers invited to attend these conferences. Some are chosen because they have very large car retail sales. Others because their contracts are very small. Every dealer also comes from a different section of the country in this manner we get an ideal cross-section of the advertising needs of all classes of dealers in all parts of the United States."

"Dealer advertising conference is well held every month this summer with different groups of dealers from different parts of the country present each time."

"Each conference is of two days duration. The first day is given over entirely to discussion of advertising in all its phases. The second day the dealers are taken to the General Motors proving grounds where they are shown the night test Chevrolet cars and compare before they are put on the market."

Mr. and Mrs. E. D. Rowe and Mr. Rowe, are spending the week in Geneva.

Mrs. Annie King and Miss Marie Ham are visiting in Opp this week.

Miss Louise Morgan has returned home for the summer.

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THURSDAY, JUNE 14, 1928

INTERESTING TEST OF SILVERTOWNS

The plate glass test used by The B. F. Goodrich Company in some of its recent Silvertown advertisements is a very interesting and graphic demonstration of the safety of their tires.

During tests at the factory, an inflated Silvertown tire is mounted upon a wheel and placed in an upright steel frame. A long piece of clear plate glass, more than an inch thick and securely fastened at the edges to a steel rack, is inserted between the top of the tire and the top of the frame. The tire is then devalued until pressure equal to that of a loaded motor car is exerted upon the plate glass. The rack holding the glass, it is interesting to note the part revealing the tire, and a clear picture of Silvertown tread flexibility is obtained.

Looking down through the plate glass, it is interesting to note the part played by the grooves in the tire. At first pressure the grooves narrow and then the center of the tread flattens out and the elliptical buttons also flatten the shoulders of the tire bear firmly against the glass.

These three actions prove the effectiveness of the Silvertown tread design. On the road pressure so nearly closes the grooves that smooth running is assured, and yet at the first sideways of the car the grooves open up and the ribs between them grip the road to prevent skidding.

According to Goodrich engineers, this great flexibility, which permits flattening of the tread without distortion and full shoulder contact with the road, is one of the most important factors for the success of the Silvertown tire.

Mr. and Mrs. J. P. Blue spent the week end with relatives here.

Mrs. Frances Shealey left Tuesday to visit her sister in Mobile.

Miss Mary Gray, and Donald Blue, are spending the week with Mrs. M. C. Rose and Mrs. D. C. Bernard.

Mr. and Mrs. C. N. Smith were recent visitors to Troy.

Mrs. J. W. Heath, and Madeline William Ballard, Gordon Prescott and Miss Georgia Page spent last week in Chattahoochee, Florida.

Miss Annie Laurie Watkins, of New Brockton, is visiting Miss Mary Elba Prescott.

Mrs. K. L. Davis and daughter Oh, visited here last week.

Mr. Wesley Morrow of Junior Florida is visiting his parents Mr. and Mrs. W. C. Morrow.

Apple Sun-cured Tobacco, 15c per plug, at MAYS-VAUGHN MERC. CO.

24 lb. Sack Home Talk self-rising flour for \$1.10 at MAYS-VAUGHN MERC. CO.

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FOR Latest News of Interest Read The Elba Clipper

HEALTH UNIT ANOTHER YEAR

Montgomery, Ala., June 19.—Governor Graves has approved the offer of five defendants in cases of timber sold from State lands in Tuscaloosa County to make a settlement of the civil damages. The action taken was upon the recommendation of Circuit Solicitor Ed. de Graffenried, State Superintendent of Education R. Tidwell and State Forester Page S. Barker.

The offenses with which the men were charged involved the cutting and removing of timber from national land about seven miles from Rock 17 near Allen Schoolhouse. The cases were particularly flagrant, but the fact that the men had no previous criminal record and promptly offered to make a settlement weighed in their favor.

The settlement includes a payment of \$2,928.06 to the State Department of Education for the timber severed and removed and a relinquishment of all claim color of title to the lands involved. The defendants also have reimbursed the State Commission of Forestry for the funds expended in the investigation of the cases.

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THE ELBA CLIPPER

Birthdays Issue

WITH this issue the CLIPPER embarks upon its thirty-second year. The Clipper was founded July 17, 1897, by Carmichael and Powell. Abner Powell is now a prominent lawyer of Andalusia, while M. S. Carmichael is retired from the middle district of Alabama, living in Montgomery, and still maintains a business in Elba, being senior partner in the law offices of Carmichael and Owen.

J. A. Carnley, now Judge of Probate, bought the CLIPPER in 1911. For a time A. J. Bryan managed the mechanical end of the business, but later R. C. Bryan, present owner, who had started working in the office as "devil," several years before became manager. In 1911 Judge Carnley retired from the newspaper business, and Mr. Bryan purchased the paper from him.

Numerous persons have inquired why the paper was named the "CLIPPER," and in answer we quote from Judge M. S. Carmichael, in his "ELBA IN 1897" published in the CLIPPER a year ago:

"Along with the equipment was a 'specimen-book' in which many words illustrated sizes and appearances of type. It is my recollection that in it Powell found the word 'CLIPPER,' or 'New York Clipper.' There was already a paper at Collinsville named 'Clipper' but we did not know it, or we would have taken another name."

While not yet forty the Clipper can remember numerous important events in the history of the country, and has witnessed many startling changes that have taken place in the mode of living, beginning with this century.

The Clipper has watched this country through three wars with foreign powers, and has recorded the inauguration of six presidents, missing by a few months the starting of McKinley's first term, and before another year elapses will record another.

The Clipper has seen three states admitted to the union; has seen the advent of prohibition, woman's suffrage, the completion of the Panama Canal, Air

